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Memorandum
by Council Liaison Office

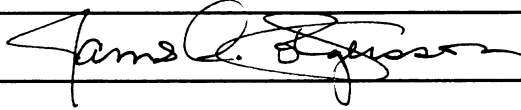
TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Leslye Corsiglia

**SUBJECT: THE FACES AND PLACES
OF AFFORDABLE HOUSING**

DATE: October 29, 2002

Approved



Date

10.30.02

COUNCIL DISTRICT: Citywide

INFORMATION

Over the past several months, the Housing Department has been in the process of developing a Community Education Campaign to increase public awareness of the need for and the value of affordable housing. As part of the Campaign, the Department has prepared a Tool Kit, with the theme *The Faces and Places of Affordable Housing*, to assist Councilmembers, government officials, teachers, community leaders, developers, and others as they work to develop housing opportunities throughout San Jose.

The Tool Kit addresses questions such as: What is affordable housing? Who lives in it? And, what impact will it have on our neighborhoods and communities? The Kit, once it is completed later this Fall, will contain the following materials:

- A brochure
- A VHS and a CD Rom video
- Elementary, Middle School, and High School Classroom Projects
- Posters
- Postcards to be mailed with the initial notification letter to residents of the neighborhood surrounding a proposed development
- Promotional materials (pins, stickers, etc.)
- A Question and Answer Guide

The Faces and Places of Affordable Housing video is now complete. Because we have received numerous requests to use the video at community meetings, we are releasing it in advance of the Tool Kit and have enclosed a copy for your review. The video is scheduled to air on channel 37a in November following the show *In Focus*. The program will run eight times a week for one month on Mondays, Wednesdays, Fridays, and Sundays at 10:30 a.m. and 7:30 p.m.

Should you have any questions about the Tool Kit or the video, please feel free to call me at X3863.



LESLEYE CORSIGLIA
Director of Housing

Enclosure